

# ideas42 Brand Guidelines

## QUICK REFERENCE

### LOGO: PRIMARY

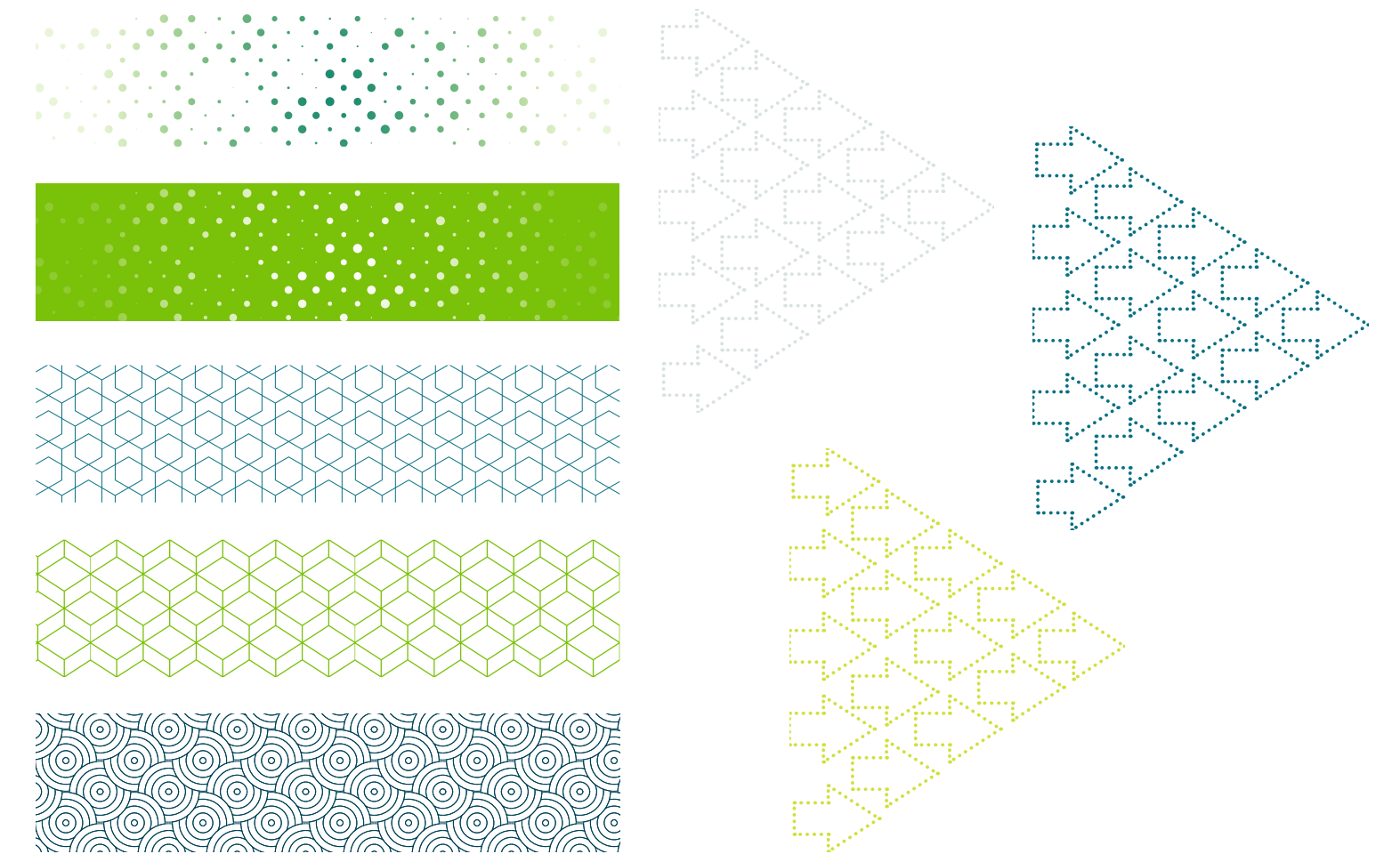


### LOGO CLEAR SPACE

The logo must always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics. The proper space around the logo should always be equal to height of the number "4" within the circular part of the logo.



### GEOMETRIC ELEMENTS



### LOGO: ALTERNATES



### COLOR PALETTE

#### PRIMARY



**Green Apple**  
 CMYK: 57 0 100 0  
 RGB: 122 193 10  
 HEX: 7AC10A  
 PMS: 2286



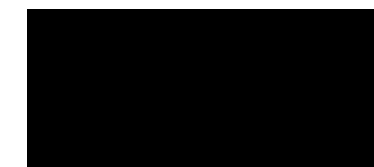
**Indigo**  
 CMYK: 97 66 46 34  
 RGB: 0 66 87  
 HEX: 004357  
 PMS: 302



**Spruce**  
 CMYK: 83 24 66 7  
 RGB: 28 138 112  
 HEX: 1C8A70  
 PMS: 7473



**Deep Sea**  
 CMYK: 89 44 38 10  
 RGB: 8 112 132  
 HEX: 087084  
 PMS: 2222



**Rich Black**  
 CMYK: 60 40 40 100  
 RGB: 0 0 0  
 HEX: 000000  
 PMS: BLACK 6

#### SECONDARY



**Lichen**  
 CMYK: 22 0 92 0  
 RGB: 209 224 59  
 HEX: D1E03B  
 PMS: 102



**Cayenne**  
 CMYK: 2 72 100 1  
 RGB: 239 106 0  
 HEX: EF6A00  
 PMS: 3564



**Citrus**  
 CMYK: 0 38 88 0  
 RGB: 252 171 56  
 HEX: FCAB38  
 PMS: 1375



**Rain**  
 CMYK: 14 8 6 0  
 RGB: 221 229 237  
 HEX: D9E1E2  
 PMS: 7541

### TYPOGRAPHY

Fig Tree Family (refer to actual font for full family): Use heavier weights for large headlines. Use light- and mid-weight for body copy.

**Fig Tree Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()\_+ -= ; : ' , . < > ? / ~ \ |**

**Fig Tree SemiBold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()\_+ -= ; : ' , . < > ? / ~ \ |**

**Fig Tree Light**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()\_+ -= ; : ' , . < > ? / ~ \ |**

STIX TWO Text Family (refer to actual font for full family): Use where a serif font is needed in body copy.

**STIX TWO Text Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()\_+ -= ; : ' , . < > ? / ~ \ |**

**STIX TWO Text Regular**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**!@#\$%^&\*()\_+ -= ; : ' , . < > ? / ~ \ |**